

**Communities Putting Prevention to Work (CPPW)  
Healthy Eating Active Living Project Summary  
City of Seattle Human Services Department Early Learning and Family  
Support  
October 2010**

**Start-up**

To use a farming metaphor, the first quarter was spent tilling the soil for the CPPW grant. September and October were spent on spreading the word to educate and generate interest about the new project. On September 7, 2010 Jerry DeGriek and Kathleen Groshong made a presentation to the Seattle City Council highlighting grant goals. Presentations were also made at five intra-departmental meetings and four child care community meetings in Seattle. The response has been *overwhelmingly positive*. Seven early childhood and after school programs have enthusiastically volunteered to participate in a Farm to Table Child Care Pilot Program which will link farmers and providers. One child care provider exclaimed, "We need to find a way to educate our parents, too. This is an important issue."

We have also begun work on our evaluation. We've met with our in-house Data Assessment and Evaluation lead, Dr. Eduardo Armijo, to begin development of an online survey which will serve as a baseline on staff attitudes, knowledge and efficacy of our assessment tools in the areas of healthy eating and active living.

**Partnerships**

We have attended two, Farm to Table Partnership meetings with the City of Seattle Aging and Disability Services and other partners to begin development of that project. We had a phone meeting with Jean Kasota of the Associated Recreation Council which staffs all 24 of the Seattle Parks and Recreation certified after school programs to discuss training and partnership goals. We have also had our initial meeting with the Coalition for Safety and Health in Early Learning (CSHEL) to begin discussions on the train the trainer and education specialist trainings. We have also begun discussions on integrating their best practice findings into our City Site Assessment Tool which is used in 130 child care and after school programs. We attended the first CPPW Coalition Meeting where over 200 participants networked around healthy eating, active living and tobacco prevention. Finally, we attended the Washington State Food and Nutrition Council Conference, *Getting Back to Our Roots: Finding the Way Forward to Farm-Fresh Food*.

**Next Steps**

We are very excited about the possibility of producing a video of child care providers promoting and participating in healthy eating and active living. The

video is an opportunity to capture the already many positive strategies used in programs. Providers learn well from each other and provide much inspiration to one another. We will continue to have discussions with public health on this project.

We have moved past start-up and are now fully into the implementation phase of the project. Next quarter, we will complete our baseline evaluation and will continue efforts on developing training, the Farm to Table partnership, and improving our assessment tools and procedures to reflect best practices.

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**Partnerships**

We have attended a monthly Farm to Table Partnership meeting with the City of Seattle Aging and Disability Services and other partners. We are very excited about the possibility of linking local farmers with child care providers and are planning a Farm to Child Care Partnership meeting in early December. We've also met with the Coalition for Safety and Health in Early Learning (CSHEL) to continue discussions on the train the trainer and education specialist trainings. We have also begun discussions on integrating their best practice findings into our City Site Assessment Tool which is used in 130 child care and after school programs. The baseline evaluation is almost complete.

**Success and Challenges**

The month started with interest from KPLU reporter Charla Bear on the Farm to Child Care Partnership. After much discussion with partners and our in-house media consultant it was decided to pick the story up in early 2011 when the partnership is up and running. However, we were very excited over the HEAL media interested and have kept connections with the reporter.

There continues to be immense interest in the early learning and school age communities for this project. We believe that it has resonated so deeply with the community due to other high profile initiatives like *Let's Move* as well compelling childhood obesity research.

We continue to be very excited about the possibility of producing a video of child care providers promoting and participating in healthy eating and active living. The video is an opportunity to capture the already many positive strategies used in programs. Providers learn well from each other and provide much inspiration to one another. We will continue to have discussions with public health on this

project. However, we have found that scheduling and responsiveness with the communications team to be very difficult. We are researching other avenues for the production of the video and will productively raise concerns with our program officer and the communications team.

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**Partnerships**

We continue to build partnerships, this month being asked to partner with the City's Summer Food Program in a WalMart Foundation Grant. If funded, CPPW will partner with the Summer Food Program to provide fresh fruits and vegetables to 2,000 summer food program participants every Friday for eight weeks. We are very excited for this opportunity and will be notified by 1/20/11 about funding.

We continue to attend monthly Farm to Table Partnership and Coalition for Safety and Health in Early Learning (CSHEL) meetings to further advance the work on the train the trainer and education specialist trainings and Farm to Child Care Project.

**Success and Challenges**

Our baseline evaluation is complete and will be distributed in January. Special thanks to our Data Assessment and Evaluation Specialist, Dr. Eduardo Armijo who provided technical expertise to the project.

We have received a rough draft of the best practice crosswalk created by CSHEL and have envisioned ways in which these best practices will be integrated into our site assessment tool. We look forward to continued work on this in 2011.

We have also developed the curriculum for these best practice policy trainings and have tentatively set a March date to train our staff.

We are continually pleased with how the message of healthy eating and active living is resonating with staff and families. We hope that this momentum will carry through beyond the project completion date.